

2010-2011 NWT Visitor Exit Survey Report

June 2013



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Introduction

The Government of the Northwest Territories (GNWT) conducts a Visitor Exit Survey every four years to obtain baseline information on trip characteristics; vacation planning; trip activities and motivations; and trip spending for visitors to the Northwest Territories (NWT). Along with providing an accurate picture of visitation and spending for the survey year, these benchmark statistics are used to estimate the numbers, spending and characteristics of visitors during the three years between the next Visitor Exit Survey.

The results of the 2010/2011 Visitor Exit Survey have been analyzed based on visitors' primary reason for travelling to the territory. These "reasons" are divided into the following segments:

- **Aurora** includes visitors who travel for the main purpose of seeing the Aurora Borealis (or "Northern Lights");
- **Fishing: Guided** includes visitors who travelled for the main purpose of going fishing with a guide;
- **Fishing: Independent** includes visitors who travelled for the main purpose of going fishing (without a guide);
- **General Touring** includes visitors who travelled for the main purpose of seeing and experiencing everything about the NWT (they didn't have a specified purpose of travel);
- **Hunting** includes visitors who travelled for the main purpose of going hunting with a guide;
- **Outdoor Adventure: Guided** includes visitors who travelled for the main purpose of going on an outdoor adventure (hiking, canoeing, kayaking, rafting, dogsledding, etc.) with a guide.
- **Outdoor Adventure: Independent** includes visitors who travelled for the main purpose of going on an outdoor adventure (hiking, canoeing, kayaking, rafting, dogsledding, etc.) without a guide.
- **Visiting Friends and Relatives** includes visitors who travelled for the main purpose of visiting friends and relatives living in the NWT.

This report presents summary results for all leisure travellers who visited the NWT between May 2010 and March 2011.

Implementing the exit survey in 2010/2011 was particularly important because of new investments in all areas of tourism development under the GNWT's new tourism plan, *Tourism 2015: New Directions for a Spectacular Future*. The goal of this program is to increase tourism visitation and revenue.

Objectives

The objectives of the 2010/2011 Visitor Exit Survey included:

- Obtaining sufficient data to develop an estimate of total visitation to the NWT for May 2010 through March 2011;

- Obtaining sufficient data to develop estimates of total visitation and spending for all leisure and business segment visitors;
- Gathering sufficient data to produce visitor profiles for all segments; and
- Gathering data on visitor interest and participation in Aboriginal tourism products.

Survey Instrument and Methods

A variety of survey instruments and methods were designed and utilized for capturing data from the seven visitor segments noted above. The survey used for leisure segment visitors can be found in Appendix B of this report.

The survey instruments for the 2010/2011 Visitor Exit Survey varied according to segment and mode of transportation:

- Self-administered surveys were designed for anglers, hunters and outdoor adventurers, and were distributed to the guests by guides at outfitter lodges. Business and leisure visitors travelling by air received self-administered surveys while waiting for their departing flights at airports throughout the territory.
- Trip diaries were distributed at visitor information centers (VIC) and a post-trip telephone survey was designed to capture detailed information from visitors travelling by road.
- Tally count sheets were developed to determine passenger numbers and basic trip characteristics at airports. The tally count surveys were used in conjunction with the hunting and fishing license database, the territorial park permit database and vehicle counts at ferry crossings to estimate total visitation volume to the territory.

A total of 3,254 surveys were completed between May 2010 and March 2011. Unless otherwise specified, results presented in this report have been weighted to reflect the total estimated visitor volume based on park permit data, airport tally counts; and hunting and fishing license data.

Visitor Statistics and Spending

Table 1 - Visitor Statistics and Spending:

Northwest Territories Visitor Statistics						Northwest Territories Visitor Spending (millions)				
Main Purpose of Travel:	2006/07	2007/08	2008/09	2009/10	2010/11	2006/07	2007/08	2008/09	2009/10	2010/11
Aurora Viewing	7,000	7,297	5,460	5,400	6,776	\$9.3	\$9.6	\$7.3	\$7.2	\$9.4
Fishing	7,726	7,470	7,274	6,403	4,956	\$18.0	\$17.5	\$17.0	\$12.6	\$11.8
General Touring	13,340	15,123	14,760	14,500	12,920	\$7.5	\$8.5	\$8.3	\$8.1	\$10.5
Hunting	1,216	984	942	757	436	\$16.2	\$13.0	\$12.5	\$10.1	\$4.2
Outdoor Adventure	2,079	2,125	2,098	1,853	1,949	\$6.8	\$6.9	\$6.8	\$6.1	\$5.3
Visiting Friends & Relatives	9,025	11,693	9,261	12,910	13,403	\$3.8	\$5.0	\$4.0	\$5.4	\$6.3
Total Leisure Visitors	40,386	44,692	39,795	41,823	40,440	\$61.6	\$60.5	\$55.9	\$49.5	\$47.5
Business Travel	35,509	34,880	33,624	26,181	24,795	\$78.8	\$77.4	\$74.6	\$58.1	\$49.5
Total Visitors	75,895	79,572	73,419	68,004	65,235	\$140.4	\$137.9	\$130.5	\$107.6	\$97.0

Visitor Characteristics

Table 2 - Visitor Origin by Country (Top Five):

Aurora	Fishing: Guided	Fishing: Independent	General Touring
Japan (74%)	Canada (75%)	Canada (90%)	Canada (88%)
Canada (17%)	United States (22%)	United States (7%)	United States (5%)
United States (4%)	Denmark (1%)	Ireland (1%)	Germany (3%)
Korea (2%)	Sweden (1%)	Germany (1%)	Switzerland (2%)
China (1%)	England (1%)	Norway (1%)	England (1%)
Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
United States (61%)	Canada (77%)	Canada (84%)	Canada (97%)
Canada (28%)	England (8%)	Switzerland (6%)	United States (2%)
Germany (4%)	New Zealand (5%)	United States (5%)	France (1%)
Belgium (3%)	United States (5%)	Norway (3%)	Germany (1%)
Mexico (2%)	Germany (1%)	Germany (2%)	Australia (1%)

Table 3 - Canadian Visitors by Province and Territory:

	Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring	Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives	All Visitors
Alberta	18%	61%	77%	67%	48%	12%	61%	40%	55%
British Columbia	56%	7%	9%	15%	45%	14%	17%	18%	17%
Ontario	23%	21%	7%	8%	6%	63%	15%	18%	14%
Saskatchewan	1%	6%	4%	5%	1%	-	-	6%	5%
Nova Scotia	-	-	-	<1%	1%	-	1%	6%	2%
Quebec	2%	5%	-	2%	-	10%	5%	2%	2%
Manitoba	-	-	4%	1%	-	<1%	1%	3%	2%
Newfoundland	-	-	-	<1%	-	-	-	3%	1%
New Brunswick	-	-	-	<1%	-	-	<1%	2%	1%
Yukon Territory	-	-	-	1%	-	<1%	<1%	<1%	1%
Prince Edward Island	-	-	-	<1%	-	-	-	1%	<1%
Nunavut	-	-	-	-	-	<1%	<1%	<1%	<1%

Table 4 - American State of Origin (Top Five):

Aurora Viewing	California (31%)	New York (12%)	Missouri (8%)	Virginia (8%)	Arizona (6%)
Fishing: Guided	Illinois (20%)	Minnesota (20%)	Colorado (9%)	Texas (9%)	Ohio (8%)
Fishing: Independent	Wisconsin (33%)	California (23%)	Minnesota (15%)	New York (12%)	Nevada (7%)
General Touring	California (18%)	Washington (12%)	Alaska (11%)	Minnesota (9%)	Pennsylvania (8%)
Hunting	Utah (13%)	Texas (11%)	Wisconsin (7%)	Montana (5%)	Minnesota (5%)
Outdoor Adventure: Guided	Colorado (48%)	Washington (28%)	Montana (10%)	Illinois (3%)	Michigan (3%)
Outdoor Adventure: Independent	California (69%)	Alaska (13%)	New York (3%)	Ohio (3%)	Arkansas (2%)
Visiting Friends & Relatives	New York (19%)	Connecticut (15%)	Florida (11%)	Oregon (11%)	California (10%)

Table 5 - Gender and Age of Visitors:

	Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring	Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
Males under 19	1%	3%		4%	3%	6%	11%	4%
Males 20-34	21%	10%	12%	6%	12%	6%	12%	12%
Males 35-44	5%	12%	14%	6%	18%	2%	9%	3%
Males 45-54	4%	25%	23%	7%	36%	17%	16%	6%
Males 55-64	4%	27%	33%	10%	17%	17%	9%	10%
Males 65 and older	2%	19%	9%	13%	6%	11%	4%	8%
Females under 19	2%			4%		3%	5%	4%
Females 20-34	34%	1%	1%	10%	2%	5%	7%	14%
Females 35-44	8%		1%	5%	2%	3%	9%	5%
Females 45-54	7%	2%	1%	10%	2%	14%	10%	11%
Females 55-64	9%	1%	3%	13%	2%	9%	6%	14%
Females 65 and older	4%	1%	1%	13%	1%	7%	2%	9%

Table 6 - Overall Gender Breakdown:

	Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring	Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
Males	36%	95%	92%	46%	91%	60%	61%	43%
Females	64%	5%	8%	54%	9%	40%	39%	57%

Table 7 - Overall Age Breakdown:

	Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring	Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
Adults (19-64 yrs)	90%	77%	88%	66%	90%	73%	79%	75%
Children (under 19 yrs)	4%	3%	1%	8%	3%	9%	16%	8%
Seniors (65 yrs and older)	6%	20%	11%	26%	7%	18%	6%	17%

Table 8 - Visitors' Education Level:

	Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring	Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
Less than high school	3%	4%	9%	6%	2%	5%	7%	2%
High school	15%	20%	20%	16%	10%	8%	24%	12%
Some technical college/university	13%	18%	8%	8%	10%	8%	4%	13%
College / technical diploma	13%	17%	27%	25%	23%	8%	19%	26%
University degree	46%	24%	32%	30%	34%	35%	36%	33%
Masters / Ph.D. degree (or higher)	10%	18%	5%	15%	22%	37%	11%	14%

Table 9 - Visitors' Occupation:

	Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring	Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
Professional	29%	28%	28%	30%	29%	42%	46%	35%
Technical/Trades	1%	7%	11%	5%	7%	5%	9%	7%
Sales/Marketing	2%	3%	3%	1%	2%	2%	1%	3%
Management	7%	14%	16%	10%	11%	5%	4%	8%
Administrative/Clerical	16%	0%	0%	3%	0%	0%	0%	4%
Student	17%	2%	0%	2%	3%	9%	11%	8%
Self-employed	6%	19%	25%	12%	36%	8%	11%	8%
Unemployed	9%	2%	1%	1%	0%	2%	0%	2%
Retired	4%	24%	17%	33%	12%	27%	14%	23%
Other	7%	0%	1%	1%	0%	0%	0%	1%
Production/Service Worker	1%	0%	0%	2%	0%	0%	2%	1%
Homemaker	0%	0%	0%	1%	0%	1%	0%	0%
Do not know / Refuse	0%	0%	0%	1%	0%	0%	1%	0%

Trip Planning

Table 10 - Importance of Considerations for Making Travel Decisions (Scale of 1-5):

Aurora Viewing		Fishing: Guided	
Outstanding Scenery	4.3	Outstanding Scenery	4.1
Having Fun, Being Entertained	4.3	Personal Safety	4.1
Personal Safety	4.2	Viewing Wildlife	4.0
Have A Relaxing Break From Work	4.1	Have A Relaxing Break From Work	4.0
The Cost To Get To The Destination	3.9	The Cost Of Accommodation And Meals	3.8
Unique Or Different Cultural Groups	3.8	The Cost To Get To The Destination	3.8
Parks And Wilderness Areas	3.8	High Standards Of Cleanliness And Hygiene	3.8
The Cost Of Accommodation And Meals	3.8	Parks And Wilderness Areas	3.8
High Standards Of Cleanliness And Hygiene	3.8	Experiencing Nature With A Guide	3.6
Reliable Weather	3.7	Having Fun, Being Entertained	3.5
Viewing Wildlife	3.6	Physical Adventure	3.4
Physical Adventure	3.6	Meeting New People	3.3
Number Of Airline Transfers Or Layovers	3.5	Reliable Weather	3.3
Meeting New People	3.4	Number Of Airline Transfers Or Layovers	3.3
Experiencing Nature With A Guide	3.4	A Warm, Sunny Climate	3.2
Opportunities To Take Organized Tours	3.3	Learning Opportunities	3.1
Package Tours To Destination	3.3	Unique Or Different Cultural Groups	3.0
Interesting Shopping	3.2	Package Tours To Destination	3.0
Learning Opportunities	3.2	Personal Challenges	3.0
Personal Challenges	3.1	Opportunities To Take Organized Tours	2.6
A Warm, Sunny Climate	2.9	Luxury Accommodation	2.4
Exciting Nightlife And Entertainment	2.9	Opportunities To Purchase Arts And Crafts	2.3
Opportunities To Purchase Arts And Crafts	2.7	Exciting Nightlife And Entertainment	2.1
Luxury Accommodation	2.5	Interesting Shopping	2.0

Fishing: Independent		General Touring	
Outstanding Scenery	4.3	Outstanding Scenery	4.6
Have A Relaxing Break From Work	4.1	Personal Safety	4.2
Viewing Wildlife	4.0	Viewing Wildlife	4.2
High Standards Of Cleanliness And Hygiene	3.7	Parks And Wilderness Areas	4.1
Parks And Wilderness Areas	3.6	High Standards Of Cleanliness And Hygiene	4.0
The Cost To Get To The Destination	3.6	Learning Opportunities	4.0
Personal Safety	3.5	Unique Or Different Cultural Groups	3.9
Physical Adventure	3.5	Have A Relaxing Break From Work	3.8
The Cost Of Accommodation And Meals	3.5	Meeting New People	3.7
Meeting New People	3.3	The Cost To Get To The Destination	3.7
Number Of Airline Transfers Or Layovers	3.3	The Cost Of Accommodation And Meals	3.7
Reliable Weather	3.2	Physical Adventure	3.4
Unique Or Different Cultural Groups	3.1	Having Fun, Being Entertained	3.4
A Warm, Sunny Climate	3.1	Reliable Weather	3.2
Learning Opportunities	3.0	Personal Challenges	3.1
Having Fun, Being Entertained	3.0	Opportunities To Purchase Arts And Crafts	3.0
Personal Challenges	3.0	A Warm, Sunny Climate	3.0
Experiencing Nature With A Guide	2.5	Number Of Airline Transfers Or Layovers	3.0
Opportunities To Take Organized Tours	2.4	Opportunities To Take Organized Tours	3.0
Opportunities To Purchase Arts And Crafts	2.3	Experiencing Nature With A Guide	2.8
Luxury Accommodation	2.2	Interesting Shopping	2.6
Package Tours To Destination	2.2	Package Tours To Destination	2.4
Interesting Shopping	2.1	Luxury Accommodation	2.2
Exciting Nightlife And Entertainment	2.0	Exciting Nightlife And Entertainment	2.1

Hunting		Outdoor Adventure: Guided	
Viewing Wildlife	4.5	Outstanding Scenery	4.7
Outstanding Scenery	4.2	Parks And Wilderness Areas	4.6
Physical Adventure	4.1	Viewing Wildlife	4.4
Personal Safety	3.9	Physical Adventure	4.4
Experiencing Nature With A Guide	3.9	Experiencing Nature With A Guide	4.0
Personal Challenges	3.8	Personal Challenges	4.0
Parks And Wilderness Areas	3.8	Personal Safety	3.9
Have A Relaxing Break From Work	3.8	Unique Or Different Cultural Groups	3.6
High Standards Of Cleanliness And Hygiene	3.5	The Cost To Get To The Destination	3.5
The Cost To Get To The Destination	3.5	Learning Opportunities	3.5
Having Fun, Being Entertained	3.4	Have A Relaxing Break From Work	3.4
Meeting New People	3.4	High Standards Of Cleanliness And Hygiene	3.4
Number Of Airline Transfers Or Layovers	3.2	Meeting New People	3.4
The Cost Of Accommodation And Meals	3.2	The Cost Of Accommodation And Meals	3.2
Reliable Weather	3.1	Having Fun, Being Entertained	3.2
Learning Opportunities	3.0	Opportunities To Take Organized Tours	2.9
Unique Or Different Cultural Groups	2.9	Number Of Airline Transfers Or Layovers	2.8
A Warm, Sunny Climate	2.7	Reliable Weather	2.8
Opportunities To Purchase Arts And Crafts	2.2	Package Tours To Destination	2.8
Package Tours To Destination	2.2	Opportunities To Purchase Arts And Crafts	2.7
Luxury Accommodation	2.2	A Warm, Sunny Climate	2.3
Opportunities To Take Organized Tours	2.0	Interesting Shopping	1.9
Interesting Shopping	1.9	Exciting Nightlife And Entertainment	1.7
Exciting Nightlife And Entertainment	1.9	Luxury Accommodation	1.6

Outdoor Adventure: Independent		Visiting Friends & Relatives	
Outstanding Scenery	4.6	High Standards Of Cleanliness And Hygiene	4.3
Parks And Wilderness Areas	4.4	Personal Safety	4.2
Viewing Wildlife	4.3	The Cost To Get To The Destination	4.2
Physical Adventure	4.1	Outstanding Scenery	4.1
Personal Safety	4.0	The Cost Of Accommodation And Meals	4.0
Have A Relaxing Break From Work	3.9	Have A Relaxing Break From Work	3.9
Personal Challenges	3.9	Viewing Wildlife	3.6
Unique Or Different Cultural Groups	3.8	Parks And Wilderness Areas	3.6
The Cost To Get To The Destination	3.8	Unique Or Different Cultural Groups	3.6
Learning Opportunities	3.7	Number Of Airline Transfers Or Layovers	3.5
High Standards Of Cleanliness And Hygiene	3.6	Having Fun, Being Entertained	3.5
The Cost Of Accommodation And Meals	3.5	Meeting New People	3.4
Having Fun, Being Entertained	3.4	Learning Opportunities	3.4
Meeting New People	3.4	Reliable Weather	3.4
Opportunities To Purchase Arts And Crafts	3.0	Physical Adventure	3.3
A Warm, Sunny Climate	2.8	A Warm, Sunny Climate	3.2
Experiencing Nature With A Guide	2.8	Interesting Shopping	3.2
Reliable Weather	2.8	Opportunities To Purchase Arts And Crafts	3.1
Number Of Airline Transfers Or Layovers	2.7	Personal Challenges	2.9
Package Tours To Destination	2.4	Experiencing Nature With A Guide	2.8
Opportunities To Take Organized Tours	2.4	Opportunities To Take Organized Tours	2.7
Interesting Shopping	2.3	Package Tours To Destination	2.6
Luxury Accommodation	2.0	Luxury Accommodation	2.6
Exciting Nightlife And Entertainment	1.7	Exciting Nightlife And Entertainment	2.5

Table 11 - NWT Travel Decision Making Timing:

When did you...	Start Thinking about a trip to the NWT	Make a firm decision to travel to the NWT
Aurora Viewing	6 Months Prior	3 Months Prior
Fishing: Guided	2 Years Prior	5 Months Prior
Fishing: Independent	8 Months Prior	5 Months Prior
General Touring	4 Years Prior	6 Months Prior
Hunting	14 Months Prior	10 Months Prior
Outdoor Adventure: Guided	3 Years Prior	7 Months Prior
Outdoor Adventure: Independent	5 Years Prior	15 Months Prior
Visiting Friends & Relatives	11 Months Prior	3 Months Prior

Table 12 - Travel Information Sources Used:

Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring
PLANNING the trip:	PLANNING the trip:	PLANNING the trip:	PLANNING the trip:
Travel Guide Book (45%)	Word Of Mouth (41%)	Word Of Mouth (50%)	Word Of Mouth (28%)
Tourism Business/Operator (37%)	Been Here Before (30%)	Been Here Before (49%)	Brochures, Posters, Maps (27%)
Travel Website (32%)	Travel Website (15%)	Tourism Business/Operator (11%)	Travel Guide Book (22%)
Brochures, Posters, Maps (13%)	Travel Guide Book (11%)	Brochures, Posters, Maps (8%)	NWT Explorers Guide (18%)
Travel Agent (10%)	Tourism Business/Operator (11%)	Other Website (8%)	Milepost (18%)
DURING the trip:	DURING the trip:	DURING the trip:	DURING the trip:
Travel Guide Book (38%)	None (30%)	None (36%)	Brochures, Posters, Maps (32%)
Tourism Business/Operator (36%)	Word Of Mouth (23%)	Word Of Mouth (32%)	Word Of Mouth (29%)
Brochures, Posters, Maps (27%)	Brochures, Posters, Maps (18%)	Brochures, Posters, Maps (11%)	Visitor Information Centres (16%)
Visitor Information Centres (21%)	Tourism Business/Operator (13%)	Visitor Information Centres (9%)	Travel Guide Book (16%)
Travel Website (8%)	Visitor Information Centres (10%)	Tourism Business/Operator (4%)	NWT Explorers Guide (12%)

Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
PLANNING the trip:	PLANNING the trip:	PLANNING the trip:	PLANNING the trip:
Word Of Mouth (38%)	Tourism Business/Operator (49%)	Word Of Mouth (39%)	Been Here Before (49%)
Tourism Business/Operator (26%)	Word Of Mouth (29%)	Brochures, Posters, Maps (30%)	Word Of Mouth (31%)
Been Here Before (20%)	Been Here Before (25%)	Travel Guide Book (28%)	None (17%)
Brochures, Posters, Maps (9%)	Travel Website(12%)	Been Here Before (20%)	Travel Website (12%)
Travel Agent (9%)	Other Website (12%)	Other Website (18%)	Other Website (7%)
DURING the trip:	DURING the trip:	DURING the trip:	DURING the trip:
None (46%)	None (33%)	Brochures, Posters, Maps (31%)	Word Of Mouth(39%)
Word Of Mouth (22%)	Tourism Business/Operator (28%)	Word Of Mouth (24%)	None (38%)
Tourism Business/Operator (11%)	Brochures, Posters, Maps (27%)	Tourism Business/Operator (21%)	Brochures, Posters, Maps (14%)
NWT Explorers Guide (6%)	Visitor Information Centres (27%)	None (16%)	Visitor Information Centres (14%)
Brochures, Posters, Maps (6%)	Word Of Mouth (24%)	Visitor Information Centres (8%)	NWT Explorers Guide (6%)

Trip Characteristics

Table 13 - Mode of Transportation to the NWT:

		Dehcho	Inuvik	North Slave	Sahtu	South Slave
Aurora Viewing	Air	-	-	22%	-	-
	Road	-	-	-	-	-
Fishing: Guided	Air	-	-	4%	23%	9%
	Road	-	-	<1%	-	-
Fishing: Independent	Air	-	-	5%	19%	15%
	Road	-	1%	<1%	-	5%
General Touring	Air	18%	17%	12%	13%	1%
	Road	30%	66%	17%	4%	42%
Hunting	Air	3%	<1%	<1%	14%	<1%
	Road	-	-	<1%	<1%	-
Outdoor Adventure: Guided	Air	6%	1%	<1%	8%	-
	Road	-	1%	<1%	-	<1%
Outdoor Adventure: Independent	Air	8%	1%	<1%	4%	<1%
	Road	21%	4%	<1%	-	10%
Visiting Friends & Relatives	Air	10%	9%	36%	15%	14%
	Road	5%	1%	2%	-	3%
Total Air		45%	28%	80%	96%	39%
Total Road		55%	72%	20%	4%	41%

Table 14 - Average Number of Nights Spent in the NWT:

Average Number of Nights Spent in the NWT	
Aurora Viewing	3
Fishing: Guided	7
Fishing: Independent	6
General Touring	9
Hunting	11
Outdoor Adventure: Guided	9
Outdoor Adventure: Independent	11
Visiting Friends & Relatives	8

Table 15 - Types of Accommodation used by Visitors:

	Aurora Viewing	Fishing: Guided	Fishing: Independent	General Touring	Hunting	Outdoor Adventure: Guided	Outdoor Adventure: Independent	Visiting Friends & Relatives
Hotel/Motel	94%	46%	18%	53%	65%	66%	22%	14%
Bed & Breakfast	5%	2%	3%	8%		17%	13%	3%
Apartment/House Rental				2%		1%	5%	2%
Campground		3%	10%	37%	2%	15%	58%	4%
Home of Friends & Relatives	1%	6%	17%	8%		1%	9%	84%
Outfitters Lodge/Camp	1%	82%	65%	1%	92%	12%	9%	1%
Roadside Pullout			2%	3%		3%	3%	
Wilderness Camping		7%	11%	1%	37%	58%	21%	1%
Boat			4%	1%		1%		
Other			3%	2%			2%	1%
Did not stay over night			2%	2%	1%		10%	

* Totals are greater than 100% because participants could select more than one type of accommodation for their trip.

Table 16 - Travel Companions:

Travel Companions:	Alone	As a couple	As a family	With friends
Aurora Viewing	9%	20%	35%	36%
Fishing: Guided	21%	15%	18%	46%
Fishing: Independent	13%	12%	14%	60%
General Touring	13%	48%	16%	23%
Hunting	38%	7%	14%	41%
Outdoor Adventure: Guided	27%	25%	18%	30%
Outdoor Adventure: Independent	14%	32%	21%	33%
Visiting Friends & Relatives	50%	30%	15%	6%

Table 17 - Participation and Rating of Tourism Activities:

Aurora Viewing	Participation	Avg Rating	Fishing: Guided	Participation	Avg Rating	Fishing: Independent	Participation	Avg Rating
Aurora Viewing	92%	4.4	Guided Fishing	89%	4.7	Independent Fishing	90%	4.4
Shopping	60%	3.2	Wildlife Viewing	32%	3.8	Wildlife Viewing	44%	4.0
Dogsledding	56%	4.5	Sightseeing	32%	4.0	Boating, Cruising Or Sailing	39%	4.3
Sightseeing	51%	3.6	Airplane/Helicopter Tour	32%	4.4	Photography	36%	4.1
Photography	46%	4.0	Photography	25%	4.3	Sightseeing	31%	4.0
Experience With Northern Cuisine	44%	3.8	Experience With Northern Cuisine	24%	3.8	Airplane/Helicopter Tour	31%	4.4
Airplane/Helicopter Tour	41%	3.3	Boating, Cruising Or Sailing	20%	3.9	Hiking	28%	4.0
Museum Visit	35%	3.6	Camping	19%	4.4	Camping	26%	4.1
Vehicle-Guided Town Tour	34%	3.8	Walking-Independent Town Tour	19%	3.7	Shopping	24%	3.2
Walking-Independent Town Tour	32%	3.6	Independent Fishing	19%	4.0	Experience With Northern Cuisine	23%	4.0
General Touring	Participation	Avg Rating	Hunting	Participation	Avg Rating	Outdoor Adventure: Guided	Participation	Avg Rating
Sightseeing	78%	4.6	Guided Hunting	91%	4.6	Canoeing, Kayaking Or Rafting	54%	4.9
Photography	67%	4.6	Wildlife Viewing	55%	4.3	Wildlife Viewing	48%	4.0
Shopping	60%	3.8	Airplane/Helicopter Tour	53%	4.5	Museum Visit	44%	4.3
Wildlife Viewing	56%	4.1	Photography	41%	4.4	Photography	44%	4.7
Visit To A Historic Site	54%	4.3	Museum Visit	39%	4.0	Camping	43%	4.7
Museum Visit	53%	4.5	Camping	36%	4.1	Hiking	36%	4.7
Experience With Northern Cuisine	52%	4.2	Experience With Northern Cuisine	27%	3.5	Airplane/Helicopter Tour	35%	4.6
Art Gallery Visit	50%	4.3	Art Gallery Visit	26%	3.7	Sightseeing	33%	4.5
Walking-Independent Town Tour	49%	4.3	Hiking	25%	4.3	Experience With Northern Cuisine	32%	4.0
Buffalo Viewing	41%	4.6	Shopping	18%	3.1	Art Gallery Visit	31%	3.8
Outdoor Adventure: Independent	Participation	Avg Rating	Visiting Friends & Relatives	Participation	Avg Rating			
Photography	75%	4.9	Shopping	40%	4.3			
Wildlife Viewing	73%	4.3	Sightseeing	37%	4.2			
Sightseeing	70%	4.5	Experience With Northern Cuisine	32%	4.0			
Camping	69%	4.6	Art Gallery Visit	32%	4.0			
Visit To A Historic Site	61%	4.0	Walking-Independent Town Tour	29%	4.1			
Hiking	58%	4.6	Museum Visit	29%	4.2			
Shopping	54%	3.4	Photography	28%	4.3			
Buffalo Viewing	47%	4.3	Wildlife Viewing	22%	4.0			
Canoeing, Kayaking Or Rafting	44%	4.8	Hiking	21%	4.3			
Museum Visit	42%	4.3	Visit To A Historic Site	19%	4.1			

Table 18 - Ratings of Services and Amenities:

Service and Amenity Ratings	Avg Rating
Arts and crafts, selection by price	3.5
Arts and crafts, selection by type of good	3.8
Campground - Quality	3.9
Campground - Selection	3.7
Campground - Service	4.1
Campground - Value for money	4.0
Hotels/motels - Quality	3.6
Hotels/motels - Selection	3.4
Hotels/motels - Service	3.7
Hotels/motels - Value for money	3.5
Informative signage	3.8
Restaurants - Quality	3.7
Restaurants - Selection	3.3
Restaurants - Service	3.8
Restaurants - Value for money	3.4
Road and highway conditions	3.5
Tours overall - Quality	4.0
Tours overall - Selection	3.6
Tours overall - Service	4.0
Tours overall - Value for money	3.5
Visitor centers - Available travel information	3.9
Visitor centers - Helpfulness of staff	4.1
(Ratings are based on a scale of 1-5, with 5 being "Very Satisfied")	

Table 19 - First Trip and Plans to Return:

Was this your first trip to the NWT?				Do you plan to return?		
				Yes	No	Not Sure
Aurora Viewing	Yes	96% ⇒		23%	6%	71%
	No	4% ⇒		63%	2%	35%
Fishing: Guided	Yes	43% ⇒		78%	1%	21%
	No	57% ⇒		85%	-	15%
Fishing: Independent	Yes	31% ⇒		80%	14%	6%
	No	69% ⇒		96%	3%	1%
General Touring	Yes	75% ⇒		62%	9%	29%
	No	25% ⇒		74%	7%	20%
Hunting	Yes	63% ⇒		70%	4%	27%
	No	37% ⇒		77%	6%	17%
Outdoor Adventure: Guided	Yes	60% ⇒		61%	-	39%
	No	40% ⇒		91%	1%	9%
Outdoor Adventure: Independent	Yes	67% ⇒		68%	3%	29%
	No	33% ⇒		79%	-	21%
Visiting Friends & Relatives	Yes	32% ⇒		70%	3%	27%
	No	68% ⇒		92%	2%	7%

Visitor Spending

Table 20 - Average Visitor Spending:

Transportation to NWT:	Aurora Viewing		Fishing: Guided		Fishing: Independent		General Touring	
	Air	Road	Air	Road	Air	Road	Air	Road
Pre-Paid Tour Packages	\$740 (1063)	-	\$3670 (40)	\$1740 (3)	\$2750 (31)	\$2230 (3)	\$3820 (14)	\$1370 (24)
Airfare In NWT	\$370 (148)	-	\$400 (28)	\$310 (2)	\$470 (21)	\$300 (1)	\$470 (95)	\$320 (179)
Hotels/Motels/B&Bs	\$180 (4)	-	-	-	\$300 (1)	-	\$770 (3)	\$500 (4)
Apartment/House Rental	\$180 (2)	-	-	\$100 (2)	-	\$40 (4)	\$650 (6)	\$70 (212)
Campgrounds	\$810 (31)	-	\$980 (12)	\$900 (1)	\$1080 (15)	\$330 (1)	\$1110 (34)	\$420 (63)
Vehicle/Boat Rental	\$270 (37)	-	\$530 (3)	\$600 (1)	\$290 (6)	\$100 (1)	\$240 (34)	\$230 (7)
Fuel	\$110 (26)	-	\$70 (5)	\$210 (2)	\$190 (9)	\$50 (4)	\$80 (33)	\$130 (343)
Restaurants	\$130 (609)	-	\$210 (26)	\$200 (4)	\$160 (23)	\$50 (4)	\$230 (107)	\$100 (310)
Groceries	\$60 (460)	-	\$120 (8)	\$40 (2)	\$220 (20)	\$50 (3)	\$140 (57)	\$60 (279)
Alcohol	\$50 (197)	-	\$140 (17)	\$20 (1)	\$180 (29)	\$80 (1)	\$160 (42)	\$40 (104)
Guided Tours	\$250 (133)	-	\$1960 (11)	\$30 (1)	\$1000 (1)	-	\$450 (26)	\$250 (54)
Festivals And Events	\$170 (82)	-	-	-	-	-	\$150 (10)	\$80 (37)
Arts And Crafts	\$140 (84)	-	\$100 (6)	-	\$120 (5)	\$60 (2)	\$260 (45)	\$180 (176)
Souvenirs	\$120 (482)	-	\$120 (11)	\$80 (2)	\$80 (13)	\$90 (4)	\$130 (69)	\$90 (251)
Taxi	\$40 (136)	-	\$100 (1)	\$150 (1)	\$50 (2)	-	\$60 (23)	\$20 (14)
Other	\$170 (28)	-	\$250 (5)	\$70 (1)	\$100 (4)	-	\$430 (9)	\$90 (65)

* Average spending per person (number of people in the sample is in parentheses)

Transportation to NWT:	Hunting		Outdoor Adventure: Guided		Outdoor Adventure: Independent		Visiting Friends & Relatives	
	Air	Road	Air	Road	Air	Road	Air	Road
Pre-Paid Tour Packages	\$14910 (71)	-	\$5150 (67)	\$4130 (6)	\$4710 (18)	\$1820 (10)	\$700 (10)	\$70 (3)
Airfare In NWT	\$400 (98)	\$440 (1)	\$340 (67)	\$120 (2)	\$360 (49)	\$290 (11)	\$470 (114)	\$250 (17)
Hotels/Motels/B&Bs	-	-	-	-	\$200 (2)	-	\$630 (9)	\$330 (1)
Apartment/House Rental	\$1040 (1)	-	\$30 (1)	\$130 (1)	\$120 (14)	\$60 (24)	\$80 (10)	\$60 (11)
Campgrounds	\$1810 (72)	-	\$1250 (21)	\$600 (1)	\$2060 (40)	\$530 (9)	\$730 (121)	\$360 (11)
Vehicle/Boat Rental	-	-	\$400 (7)	-	\$520 (24)	\$10 (2)	\$280 (41)	\$50 (3)
Fuel	\$200 (2)	\$100 (1)	\$200 (6)	\$240 (2)	\$120 (16)	\$100 (30)	\$110 (122)	\$100 (38)
Restaurants	\$230 (78)	\$100 (1)	\$190 (57)	\$120 (6)	\$160 (50)	\$90 (29)	\$190 (483)	\$110 (50)
Groceries	\$160 (10)	\$20 (1)	\$120 (14)	\$60 (3)	\$190 (34)	\$60 (30)	\$150 (352)	\$100 (48)
Alcohol	\$100 (34)	\$10 (1)	\$80 (24)	\$30 (4)	\$90 (32)	\$50 (15)	\$110 (330)	\$60 (24)
Guided Tours	\$15510 (10)	\$40 (1)	\$1050 (14)	\$30 (1)	\$420 (3)	\$180 (5)	\$160 (30)	\$260 (3)
Festivals And Events	-	-	\$20 (3)	-	\$40 (4)	\$60 (2)	\$80 (44)	\$90 (6)
Arts And Crafts	\$320 (10)	\$270 (1)	\$400 (18)	\$40 (2)	\$130 (19)	\$170 (16)	\$180 (168)	\$120 (23)
Souvenirs	\$120 (21)	\$40 (1)	\$70 (20)	\$110 (6)	\$100 (16)	\$60 (21)	\$130 (213)	\$50 (40)
Taxi	\$140 (8)	-	\$30 (8)	\$10 (1)	\$120 (15)	-	\$40 (85)	\$50 (1)
Other	\$750 (3)	\$180 (1)	\$130 (2)	\$140 (2)	\$1700 (11)	\$50 (4)	\$190 (39)	\$100 (8)

* Average spending per person (number of people in the sample is in parentheses)

Table 21 – Total Average Visitor Spending per Person:

Total Average Spending per Person		
Aurora Viewing	Air	\$ 1,210
	Road	-
Fishing: Guided	Air	\$ 4,230
	Road	\$ 2,380
Fishing: Independent	Air	\$ 2,710
	Road	\$ 1,250
General Touring	Air	\$ 2,140
	Road	\$ 780
Hunting	Air	\$ 12,780
	Road	\$ 1,180
Outdoor Adventure: Guided	Air	\$ 6,200
	Road	\$ 4,480
Outdoor Adventure: Independent	Air	\$ 4,760
	Road	\$ 970
Visiting Friends & Relatives	Air	\$ 1,220
	Road	\$ 460